



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **08/11/12-08/16/12**

Contract / Revision **307618 /**

Original Date / Revision
08/10/12 08/10/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

Obama For America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1596**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	11	\$15,470.00	\$18,200.00	0.00
Totals	11	\$15,470.00	\$18,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/16/12	11	\$15,470.00	\$18,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	08/11/12	08/16/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWT---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/11/12	08/17/12	MTWT---	1		\$2,500.00		0.00						
N 2	WPTV	08/11/12	08/16/12	SA 9-10am Local Special To the Point	CM	9-10am	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/11/12	08/17/12	-----S-	1		\$600.00		0.00						
N 3	WPTV	08/11/12	08/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWT---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00



WPTV

Print Date: 08/21/12

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Contract / Revision **307618** Flight Dates **08/11/12-08/16/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama For America**

Estimate # **1596**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/11/12	08/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWT---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/11/12	08/17/12	MTWT---	2		\$1,000.00	0.00							
N 4	WPTV	08/11/12	08/16/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWT---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/11/12	08/17/12	MTWT---	2		\$1,000.00	0.00							
N 5	WPTV	08/11/12	08/16/12	NBC Tuesday Prime AGT	CM	8-11p (8:00 PM-10:00 PM)	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/11/12	08/17/12	-T-----	1		\$6,000.00	0.00							
N 6	WPTV	08/11/12	08/16/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/11/12	08/17/12	-----S-	1		\$600.00	0.00							
N 7	WPTV	08/11/12	08/16/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWT---	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/11/12	08/17/12	MTWT---	2		\$2,000.00	0.00							
N 8	WPTV	08/11/12	08/16/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWT---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/11/12	08/17/12	MTWT---	1		\$500.00	0.00							
Totals														11	\$18,200.00